

## ORDER



WAVY

**Orders**  
**Order / Rev:** 199955  
**Alt Order #:**  
**Product Desc:** 8/22-8/26 KAINE FOR SENATE  
**Estimate:** 11644  
**Flight Dates:** 08/22/12 - 08/26/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** REG

**Primary AE:** WAVY National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/M

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/25/12	15	\$14,150.00	\$12,027.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$14,150.00	\$12,027.50	0.00
<b>Totals</b>	<b>15</b>	<b>\$14,150.00</b>	<b>\$12,027.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	08/22/12	08/22/12	WAVY News @ Sunrise	CM	5a-6a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$500.00		0.00			
N 2	WAVY	08/23/12	08/23/12	WAVY 6AM News	CM	6a-7a	---T---	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$1,500.00		0.00			
N 3	WAVY	08/24/12	08/24/12	Today Show M-F	CM	7a-9a	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$1,500.00		0.00			
N 4	WAVY	08/25/12	08/25/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$800.00		0.00			
N 5	WAVY	08/22/12	08/22/12	Days of Our Lives	CM	1p-2p	--W----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----					1	\$300.00		0.00			
N 6	WAVY	08/24/12	08/24/12	M-F 4-5p	CM	4p-5p	----F--	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$250.00		0.00			

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Advertiser: POL/Kaine for Senate 2012 (D)  
 Product Desc: 8/22-8/26 KAINE FOR SENATE  
 Estimate: 11644

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	08/22/12	08/22/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	--W----	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--W----		1			\$900.00		0.00				
N 8	WAVY	08/23/12	08/24/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	---11--	:30	2	\$900.00	P2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	---11--		2			\$900.00		0.00				
N 9	WAVY	08/22/12	08/23/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	--11---	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--11---		2			\$1,500.00		0.00				
N 10	WAVY	08/22/12	08/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	--1----	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--1----		1			\$900.00		0.00				
N 11	WAVY	08/24/12	08/24/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	----F--		1			\$1,000.00		0.00				
N 12	WAVY	08/24/12	08/24/12	LN M-F M-F News 10 @11	CM	11p-1130p	----F--	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	----F--		1			\$1,200.00		0.00				
N 13	WAVY	08/23/12	08/23/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	---T---		1			\$500.00		0.00				
Totals													15	\$14,150.00	